

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/31/2012 8:14 AM
6847489	1					1 of 2

Last Received: 08/29/2012 9:16 AM

Showing Buylines: All Lines

Station WBTV-TV NORFOLK, VA.
Advertiser () N.R.C.C. IE
Product N.R.C.C. IE
Estimate# 2964
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Agency C/P1/P2/E 155/426/2964
Flight Dates 10/26/2012 - 11/06/2012 Salesperson Phone# 215-567-6005
Hiatus Weeks Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: NATIONAL REPUBLICA CONGRESSIONAL COMMITTEE SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$13,200
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
Rating: 8.5												
	2	SU	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	4P-7P	FOX CLG FTBL 10/27	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
Rating: 2.5												
	4	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	11/03-11/03	1	1	1	\$600.00	
Rating: 4.2												
	5	SU	4P-7P	NFL: REDSKINS	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
Rating: 17.0												
	6	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
Rating: 4.2												

Rating: 8.5

Rating: 8.5

Rating: 2.5

Rating: 4.2

Rating: 17.0

Rating: 4.2

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EC'd Yes Last Received: 08/29/2012 9:16 AM Showing Buylines: All Lines

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	8	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
Rating: 4.2												
	9	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
Rating: 4.2												
	10	SA	10P-1045P	WVBT FOX NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
Rating: 5.0												

---REPORT TOTALS---

Report Totals: 10 / \$13,200.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$5,000.00 Nov 12: 6 / \$8,200.00
Sales Totals: 10 / \$13,200.00
Station Totals: 10 / \$13,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$88,000	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE